

Message Text

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PAGE 01 STOCKH 00789 221559Z
ACTION EUR-12

INFO OCT-01 EA-09 ISO-00 EB-08 USIA-15 /045 W
-----221605 000036 /42

P R 221457Z FEB 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9853
AMCONSUL AMSTERDAM
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY LONDON
AMEMBASSY OSLO
AMEMBASSY PARIS
AMCONSUL SYDNEY
AMEMBASSY TAIPEI
AMEMBASSY TOKYO
AMEMBASSY VIENNA
AMCONSUL ZURICH
AMCONSUL GOTEBOG

UNCLAS STOCKHOLM 0789

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: US HOUSEWARES UNIVERSAL SHOWCASE: V/CE WITH PRODUCT SAMPLES

REF: STATE 27394

1. STC BELIEVES MARKET VERY RECEPTIVE TO US HOUSEWARES AND THAT V/CE WOULD BE WORTHWHILE EFFORT IN CONSUMER GOODS AREA. WE SUGGEST (WITH CONGEN GOTEBOG CONCURRENCE) THAT DUAL STOCKHOLM/GOTEBOG PRESENTATION BE CONSIDERED. GOTEBOG EVENT WOULD BE IN FORM OF OFFSITE AT "INTERNATIONAL CONSUMER GOODS FAIR".

2. WE PERCEIVE SOME PROBLEM IN EXPENSE OF PROMOTING EVENT.
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PAGE 02 STOCKH 00789 221559Z

LOCAL PRINTING AND MAILING COSTS WOULD BE APPROXIMATELY DOLS 1900 BASED ON 6600 FLYERS MAILED, APPROXIMATELY THE SAME WHETHER SINGLE OR DUAL CITY EVENT WERE TO BE HELD. MARKET PROMOTION AND STAFFING COSTS WILL BE SUBJECT OF SEPARATE MESSAGE. MAJOR QUESTION FOR DISCUSSION IS WHETHER V/CE TO BE CONSIDERED EXHIBITION IN SENSE OF MARKET PROMOTION CONTRACT.

3. VIDEO EQUIPMENT SHOULD NOT POSE SIGNIFICANT PROBLEM IN STOCKHOLM. USIS EXPECTS TO HAVE NEW CASSETTE SYSTEM BY THAT TIME, USAGE OF WHICH HOPEFULLY COULD BE ARRANGED. HOWEVER, IF THIS V/CE TECHNIQUE MAY BE USED REGULARLY IN FUTURE, PERHAPS STC SHOULD CONSIDER ACQUISITION OF USIS EXISTING 2 RCA MONITORS AND AMPEX DECK (1/2 INCH OPEN REEL).

4. RENTAL OF SPACE IN GOTEBOG WOULD COST SWKR 210 (DOLS 49) PER SQ. METER.

5. CONSIDERATION SHOULD BE GIVEN TO VALUE OF ADVANCE COORDINATOR VISIT (PARA 9 REFTTEL) IN CONTRAST TO RELEASING ADDITIONAL FUNDS FOR LOCAL PROMOTION EXPENSES.

6. RE PRODUCT COMPOSITION OF V/CE, THE INCLUSION OF SEVERAL BATHROOM DESIGN, FIXTURE, AND OTHER DECOR ITEMS WOULD MAKE PACKAGE PARTICULARLY ATTRACTIVE TO SWEDISH MARKET. SMALL KITCHEN APPLIANCES SUCH AS COFFEE MAKERS, IRONS, TOASTER, MIXERS AND BLENDERS ARE ESPECIALLY INTERESTING AS ARE ENERGY OR WATER SAVING DEVICES. ITEMS SUCH AS CORNINGWARE ARE ALSO INTERESTING. ON THE OTHER HAND, LARGE KITCHEN APPLIANCES HAVE SOMEWHAT REDUCED POTENTIAL HERE DUE STRONG LOCAL MANUFACTURERS.

7. OTHER NORDIC POSTS MAY WISH TO CONSIDER V/CE FOR THEIR MARKET. STC COULD UNDOUBTEDLY PROVIDE COORDINATION OF EFFORTS, IF DESIRABLE, THOUGH REDUCTION OF EACH POST'S COSTS IS UNLIKELY.
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Sent Date: 22-Feb-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
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